

NATIONAL CANNERS ASSOCIATION



Information Letter



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Canners Should Tune in on These Programs

The first radio program on canned foods, sponsored by the National Canners Association, will go on the air Monday morning, March 17, at 11.45 a. m., Eastern Standard Time, and 10.45 a. m., Central Standard Time.

As announced in the bulletin recently sent to the membership of the Association, a few of the stations included in the Red network are not immediately available for the time required, but arrangements will be made for adjustment of their schedules so as to accommodate the canned foods period at the earliest possible date.

Monday's program will go out over the following stations:

WEAF	New York	WEBC	Duluth-Superior
WEEI	Boston	WRVA	Richmond
WJAR	Providence	WPTF	Raleigh
WTAG	Worcester	WBT	Charlotte
WCSH	Portland	WJAX	Jacksonville
WRC	Washington	WHAS	Louisville
WGY	Schenectady	WMC	Memphis
WGR	Buffalo	WSB	Atlanta
WCAE	Pittsburgh	WJDX	Jackson
WWJ	Detroit	WSMB	New Orleans
WSAI	Cincinnati	WKY	Oklahoma City
WIBO	Chicago	KTHS	Hot Springs
KSD	St. Louis	KPRC	Houston
WDAF	Kansas City	WOAI	San Antonio

Arrangements for additional stations may be completed by the time the program is due to be broadcast.

The broadcasting on the Pacific Coast and Mountain states will not be started until March 31. The time for the Pacific

Coast states will be 11.45 a. m., and for the Mountain states 12.45 p. m.

The programs will be given four times a week, Monday, Tuesday, Wednesday and Thursday. They have been prepared under the supervision of the MacManus advertising agency, with Miss Winifred Wishard, who has had over two years' experience in similar work with the Radio Household Institute, directly in charge. They are designed primarily to interest women who buy and prepare the foods for American homes. Canners are urged to listen in on the programs, and their suggestions or criticisms of the broadcasts will be appreciated. It is earnestly desired to make the programs such as will arouse and retain the interest of the consumer, and at the same time be educational in character. Suggestions will especially be appreciated that will help those in charge of the broadcasting program to make the program more effective in this respect.

Processing Bulletin Issued

With this Information Letter is mailed Bulletin No. 26-L, "Processes for Non-Acid Canned Foods." This bulletin contains the sterilizing processes for non-acid foods adopted by the Board of Directors on January 18, 1930. Prefacing the list of processes are approved recommendations as to equipment and its operation, as well as definitions of the terms used in the processing tables, which information is essential to the correct interpretation and proper use of the processes.

If additional copies of the bulletin are desired by canners to cover the needs of their organizations, they will be furnished upon request.

Truck Crop Markets

A number of interesting developments occurred in the fruit and vegetable markets during the week ended March 8, according to the U. S. Market News Service. California is reported to have a heavy crop of asparagus, and shipments are becoming active. Potato markets were unsettled, with eastern shipping points weaker, and northern and western producing sections somewhat stronger. The main crop of early potatoes in northern Florida will be delayed, as a result of the March freeze.

Imported tomatoes from the West Coast of Mexico were overshadowing all other receipts, though quite a number of cars came from Florida. The California celery market was stronger, but most of the celery is now from Florida.

Demand for cabbage was exceeding the supply. Some imported cabbage is arriving to help fill up the gap.

Shipments of western apples dropped very suddenly, and movement of eastern fruit last week exceeded that from the West. Imperial Valley of California was holding the lettuce market almost alone, with output at the high average of 225 cars daily. Tennessee was the principal source of sweet potatoes.

Grapefruit shipments, almost entirely from Florida, decreased to 490 cars. Nearly 500 cars of spinach came from Texas, and haulings generally were heavy. Movement of beans amounted to 140 cars for the week. Texas carrot shipments made a sudden increase. Most of the carrot supply was from Texas and California.

A large crop of asparagus is in sight in California, possibly some 1,570,000 crates, as compared with the light production of 927,000 last year. Georgia and South Carolina each expect slightly less asparagus than in 1929, or a combined total of 540,000 crates. The condition of the California crop declined somewhat during February, but is about the same as last year. Yield per acre is expected to be much heavier than last season. Condition of the southeastern crop is considerably below that of a year ago. Shipments from California last week had increased to 13 cars, as against only 2 cars in 1929.

The Florida strawberry shipments decreased somewhat to a total of 175 cars for the week. Condition of the early strawberry crop in five states had improved and averaged 82 per cent of normal at the opening of March, but this was seven points lower than last year.

Movement of Florida tomatoes was fairly active, totaling 185 cars, and the imports from Mexico increased greatly to 470 cars. The season for Bahama tomatoes appears to be about finished. Condition of Florida crop was about the same as a year ago, or 65 per cent, but in the lower valley of Texas tomatoes were doing much better than last spring.

Denmark and Holland still were shipping cabbage actively to America. Texas started only 370 and Florida 145 cars to market, just about half as many as a year ago. Old cabbage was about ended.

Practically no change was recorded in the apple market, but shipments from the state of Washington again decreased sharply to 325 cars, and for the first time in a long while eastern shipments were heavier than those from the West. Eastern states

originated 580 and western 430 cars. New York was credited with 280 and the Virginias with 210.

CARLOT SHIPMENTS

Commodity	Mar. 2-8 1930	Feb. 23- Mar. 1 1930	Mar. 3-9 1929	Total this season to Mar. 8	Total last season to Mar. 9	Total last season
Apples, total	1,009	1,680	1,233	91,843	118,825	127,530
Eastern states	381	580	334	46,914	58,885	62,708
Western states	428	1,030	699	44,929	59,940	64,822
Carrots	282	223	228	4,376	3,624	11,648
Cabbage	541	525	1,039	4,658	6,341	44,936
Cauliflower	242	215	343	7,167	7,302	9,889
Green peas:						
Domestic	72	70	20	715	507	5,163
Imports	52	90	97	2,054	1,190	1,351
Mixed vegetables:						
Domestic	695	764	912	6,468	7,448	32,441
Imports	32	31	6	225	134	218
Pears	46	63	39	20,504	24,134	24,439
Peppers:						
Domestic	41	24	83	314	432	2,297
Imports	19	22	33	256	446	366
Spinach	497	509	518	5,581	6,520	10,260
String beans	140	142	158	2,507	1,133	8,622
Tomatoes:						
Domestic	186	193	309	1,074	2,749	31,936
Imports	484	397	128	3,949	3,452	5,871

Fruit in Cold Storage

Cold storage holdings of fruit on March 1, as reported by the Bureau of Agricultural Economics, were:

	March 1, 1930	March 1, 1929	3-year average
Apples:			
Barrels	882,000	1,128,000	1,642,000
Boxes	7,271,000	7,995,000	7,096,000
Baskets	2,734,000	2,171,000	1,408,000
Pears:			
Barrels	3,000	7,000	9,000
Boxes	512,000	308,000	269,000
Frozen and preserved fruit (pounds)	41,700,000	33,310,000	20,771,000

Business Conditions

The dollar volume of business during the week ended March 8 showed a decided improvement over recent weeks but was lower than for the same week of 1929, according to the weekly statement of the Department of Commerce.

The general level of wholesale prices was lower during the week than for either the previous week or for the same period of 1929.

Loans and discounts of Federal Reserve Member Banks at the end of the week were larger than at the end of either the preceding week or of the corresponding week of last year. Prices for stocks also advanced from the previous week but were lower than a year ago. Interest rates declined from both prior periods. Bond prices were fractionally higher than in the previous week but lower than a year ago. Business failures were slightly more

numerous than during either the previous week or the corresponding week of last year.

Movement of commodities by rail, according to statistics covering the latest reported week, showed an increase over the preceding week, but a decrease from the corresponding week a year ago.

CAR LOADINGS

	Total	Miscellaneous	Merchandise	
			L. C. L.	Other
Week ended March 1	899,189	359,862	251,832	287,475
Preceding week	828,890	306,659	219,374	338,870
Corresponding week, 1929	978,301	369,128	255,706	353,467
Corresponding week, 1928	959,494	322,936	258,713	347,823

Bean Diseases in Western States in 1929

In the Plant Disease Reporter for March, Dr. W. J. Zaumeyer, of the office of Mycology and Disease Survey of the Bureau of Plant Industry, gives a review of bean diseases in western United States in 1929. The report presents the following summary of 1929 conditions:

Bacterial blight was not found in Idaho and California; sparingly in Wyoming, Utah, and Colorado; and slightly more abundant in Montana.

Anthraxnose was not observed in any of these states in commercial acreages nor even where diseased seed was planted in trial grounds in Colorado and Idaho.

Mosaic was distinctly more widespread than any of the other bean diseases. It was very prevalent in Southern Idaho, but less widespread in Colorado, Utah, Wyoming, Montana, and California. It appeared to be more abundant in Colorado in 1929 than in 1928.

The root rots, although found in all of the western states which were surveyed, were more abundant in California. The variation in cultural practices in certain regions of that state from those used in the intermountain regions may be partly responsible for this condition.

Curly top of beans was only observed in Southern Idaho, where in general the disease was of minor importance. Plantings located in close proximity to the desert were in some cases severely damaged.

Rust was found in Colorado, but was of minor significance, causing no reduction in yield. Because of the prolonged dry weather which prevailed during the growing season, the organism failed to develop and spread.

Italian Exports of Canned Tomatoes

According to a report received by the Department of Commerce from the American consul at Naples, Italian exports of canned tomatoes amounted to 270,400,804 pounds valued at \$17,049,800 during the first eleven months of 1929, compared with 165,534,596 pounds valued at \$10,414,800 during the same period of 1928.

Commission Reaffirms Former Finding on Tin Can Rates

Rates on tin cans, in carloads, from Kansas City, St. Louis, and New Orleans and points taking rates related thereto to El Paso, are not unreasonable or unduly prejudicial, according to a decision of the Interstate Commerce Commission, which reaffirms a former finding of the Commission.

Proposed Report on Rates to South Dakota Points

In the cases (Docket 22425) involving rates on canned fruits and vegetables from producing points in Colorado and Utah to certain points in South Dakota, Examiner Corcoran has proposed a report that—

1. Rates on canned fruits and vegetables, in carloads, from producing points in Colorado common-point territory to certain points in South Dakota be found unreasonable but not unduly prejudicial, and that reasonable rates be prescribed for the future.
2. Rates on the same commodity, in carloads, from producing points in Utah common-point territory to certain points in South Dakota be found not unreasonable or unduly prejudicial.
3. Class rates from Utah common-point territory to destinations in South Dakota not shown to be unreasonable or unduly prejudicial.

The complainants, the Tariff Bureau of the Mitchell Chamber of Commerce, a voluntary association of business and professional men of Mitchell, S. Dakota, and the Board of Railroad Commissioners of South Dakota, an administrative body, brought the complaints in the interests of distributors of canned foods at Mitchell and other points in South Dakota.

By complaint filed June 10, 1929, as amended, in No. 22425, it is alleged that the rates on canned fruits and vegetables, in carloads, from producing points in Colorado and Utah common-point territories to Mitchell were and are unreasonable, unduly prejudicial to jobbers at Mitchell, and unduly preferential of competitors at Sioux City, Iowa, and Sioux Falls, S. Dakota.

By complaint filed July 11, 1929, in No. 22514, it is alleged that the rates on canned fruits and vegetables, in carloads, and

the class rates applicable on less-than-carload shipments of canned goods and other commodities rated first to fourth class, inclusive, and on carload shipments of commodities rated fifth class to class E, inclusive, from producing points in Colorado and Utah common-point territories to jobbing points in South Dakota were and are unreasonable, unduly prejudicial of jobbers in Minnesota, Iowa, Nebraska, and Colorado, and unlawful under the provisions of the Hoch-Smith Resolution.

Export Trade in Canned Foods in 1929

The value of canned foods exports during 1929 increased by 11 per cent over 1928 to a value of nearly \$79,000,000, according to a review of the trade prepared by R. S. Hollingshead, Assistant Chief of the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. The corresponding volume increase was 6.9 per cent. Canned fish, particularly sardines, showed the greatest increase, followed in practically equal amounts by canned meats and canned vegetables. Small crops caused considerable decreases in the exports of canned fruits. The total exports of canned milk were about 5 per cent smaller, due to a decreased movement of evaporated milk.

On account of the permanence of food packed in cans, they may be shipped to any climate, and by any possible means of transportation. The quantities moving to a few countries are very small, but some kind of American canned foods can be found wherever trade extends. A number of countries are of particular importance in the trade on account of the volume of products shipped to them. To the 18 leading countries, exports to 14 were larger in 1929 than in 1928. Very minor decreases took place in the trade with Denmark and New Zealand. Exports to Germany were reduced by almost exactly the same amount as the reduction in the shipments of canned pineapples to that country. Very large decreases in the amounts of canned pears and peaches going to the United Kingdom were not offset by the shipments of canned fruits for salad, which previously had not been credited to the United Kingdom.

Salmon exports have showed practically no change in the past two years. Shipments to the United Kingdom were somewhat larger, but owing to the large increase in the movement of Japanese salmon to that country since 1927 the proportion of the trade held by the United States dropped from 35 per cent to 31 per cent. The United Kingdom market was not as important comparatively as in 1928, but a larger quantity went to Australia. Japanese shipments to the United Kingdom were

practically unchanged, while those of Canada showed a slight decrease.

Export trade in sardines has grown more rapidly than any other canned food. In 1922, exports were only 20,000,000 pounds, and in 1925 for the first time exports exceeded those of canned salmon, and were just about half of those of the past year. Of particular interest is the change in the destinations of the shipments. In 1923, only 2.3 per cent of the exports went to Europe. For the past two years, over one-fourth of the total exports moved to European markets. Next to the Philippine Islands, France has become the most important market, and Belgium and the United Kingdom are taking large quantities. It is believed that a very large proportion of the exports are California sardines. The method of packing is entirely unlike that of the conventional European oil pack, and the expansion of the market in Europe is even more remarkable when consideration is given to the fact that this represents the introduction of a product that is essentially new and unknown.

Foreign demand for asparagus increased to a considerable extent, so that prices rose in the face of a large production. Export trade shifted in such a way that France took over 15 per cent of the total, in the place of the 9.6 per cent taken in 1928. Larger amounts moved to nearly all of the consuming markets.

Exports of canned beans were only slightly above one-half the exports of the preceding year. The loss was confined almost entirely to the trade with the United Kingdom, where domestic production is increasing. Movements to the other countries are comparable with those of preceding years.

A large increase in exports of peas to Canada occurred last year. This and smaller increases to a number of other countries, account for an increase of nearly 30 per cent in the total. So far, the rapidly increasing domestic production of canned peas in the United Kingdom has not interfered with our exports to that country, but will probably do so if present plans mature.

By far the outstanding feature during the past year is the trade in canned "fruits for salad." This item, for the first time, has been separated from the classification "Other fruit products." Over 86 per cent of the shipments went to the United Kingdom in 1929, and probably that factor represents fairly accurately the position of the United Kingdom in the trade for past years. Estimates indicate that total exports in 1928 were not less than 20,000,000 pounds, and on this basis, exports in 1929 increased nearly 70 per cent over the previous year.